Seventy-eighth Annual
Midsummer Festival

SATURDAY, JUNE 24th, 1972
ALL DAY

SVEADAL
Uvas Canyon, Santa Clara County

Given under the auspices of

Swedish American Patriotic League

Swedish American Patriotic League

SAN FRANCISCO **OAKLAND**

wishes one and all a Happy Midsummer

with sincere appreciation to the many committees and friends for their support and efforts to make this festival an outstanding success

RICHARD E. VAN HORN, JR.
President, San Francisco

JOHN E. PETERSON
President, Oakland

Glad Midsommar

Hugo och Evelyn Olsson

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to all who helped

Yesteryear and today

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The Van Horns

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NANCY LINDQUIST
Midsummer Queen

SIGRID MENTON
Svea

VONNE THURMAN
Columbia

Midsummer Greetings from

TEGNÉR LODGE No. 149, V.O.A.

Meets first Wednesday 8 P.M.

Jenny Lind Hall

2267 Telegraph Avenue, Oakland

MAY RENDLEMAN, *Chairman*

The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of the eighteen Local Lodges in San Francisco, Oakland, San Leandro, Berkeley, Petaluma, Eureka, Paradise, San Jose, San Mateo, Palo Alto, Concord, Stockton, Modesto, Sacramento, Turlock, Fresno, Yuba City, and South Lake Tahoe, extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

ROY E. JOHNSON
District Master

ANNA CLAWSON
District Secretary

Happy

M I D S U M M E R

SWEDISH CLUB
SAN FRANCISCO

Best wishes for a successful

78th ANNUAL

MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119

Vasa Order of America

The Color Guard here today

is part of a

19 Man Drill Team

Alf Sidney Johnson
President

Jean M. Nelson
Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

San Francisco

Meets Second Friday in each month at Swedish-American Hall, 2174 Market St.

ANTON ANDERSON, *Chairman*

IVAR HOLMGREN, *Secretary*

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THE SWEDISH SINGING SOCIETY OF SAN FRANCISCO

Affiliated with the Norwegian Singing Society
meets Tuesdays at 8 p.m. in Dovre Hall,
3543 - 18th St., San Francisco, Calif.

NEW MEMBERS WELCOME

CLYDE W. FORSMAN, *President*
EDWIN PETERSON, *Secretary*

Enjoy

SVEADAL

this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 1—2—Tennis Tournament
July 23—46th Anniversary
of Sveadal
September 3—4—Aquacade and
Water Sports

Wishing you a
Colorful

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PROGRAM

Chairman of the Day - - - - - RICHARD E. VAN HORN, JR.
President, S.A.P.L., San Francisco

Vice Chairman of the Day - - - - JOHN E. PETERSON
President, S.A.P.L., Oakland

MAIDS OF HONOR*

Carol Bradford, Alice Broderick, Cindy Capone, Sonya Colmenares, Sandra Dahlberg Lisa Duff, Ewa Hedkvist, Linda Isackson, Chris Johnson, Susan Lind, Krikelina Lundgren, Lynn Mattman, Joyce Yarberry

CROWN BEARER — Jimmy Toner

FLOWER GIRLS — Karen Toner, Patty Cipriano

4:00 P.M. ON THE LAWN

Raising of Maypole and Procession

David Carlson, *Accordionist,* Fylgia Color Guard, Tegner Children's Club, Vasa Friendship Club, Maids of Honor, Columbia, Svea, Crown Bearer, Flower Girls, the Midsummer Queen.

Kurt Talbot, *Drummer* — Zaida Binetti, *Soprano*

WELCOME AND CROWNING OF THE QUEEN
Richard E. Van Horn, Jr., *President, S.A.P.L., San Francisco*

SWEDISH FOLK SONGS
Tegner Children's Club
Astri Feist, *Supervisor* — Irene Bryggman, *Director*

PRESENTATION OF COLUMBIA
Kenneth G. Wickholm, *1st Vice President, S.A.P.L., San Francisco*

PRESENTATION OF SVEA
John E. Peterson, *President, S.A.P.L., Oakland*

GREETINGS FROM SWEDEN
Hon. Göran Wide, *Acting Consul General of Sweden*

SWEDISH FOLK SONGS
Zaida Binetti, *Soprano* — Jens Kjemstrup, *Guitar*

PRESENTATION OF THE QUEEN'S COURT
Carl Mattman, *2nd Vice President, S.A.P.L., San Francisco*

ENTERTAINMENT
Dave Carruth & Friend

* *Names sent in at press time*

PROGRAM

"Ensemble International"

PROCESSION TO THE DANCE FLOOR

RAISING OF MAYPOLE

SWEDISH FOLK DANCES
Vasa Friendship Club
Irene Bryggman, *Director* — Margaret Morn, *Assistant*

THE MIDSUMMER QUEEN'S DANCE

PUBLIC DANCING
Music — "Tones of Blue and Yellow"

7:00 P.M. — FOLK DANCES
"Ensemble International" — Ned and Marian Gault, *Directors*

DRAWING FOR GATE PRIZES

DANCING TO 1:00 A.M.
Robbie Herrold Combo

* * * *

All Afternoon. Snack bar open below clubhouse. (Closed during program).

After Program (Appr. 5:00 p.m.) Buffet Dinner served in clubhouse

Midsummer Greetings

The Swedish Hair Stylist

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Midsummer Greetings

from

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JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

Meetings first Tuesday every month at Jenny Lind Hall

President, DOROTHY THOMPSON

Secretary, RUBY NICHELINI

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Midsummer Greetings

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Midsummer Greetings

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meets 2nd and 4th Tuesdays in Jenny Lind Hall
2267 Telegraph Avenue, Oakland

EUGENE SANTOS, *President*

ALBERT CARLSON, *Secretary*

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For membership information contact above officers.

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Meetings 2nd Thursday at Noon

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Vestkusten

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Secretary: MRS. RUTH NELSON

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Ernst Meyer

GLAD MIDSOMMAR

önskar

RUDY

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och majstång och fägring stor . . .

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a most happy

Midsummer

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Take your horse with you

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Midsummer Greetings

from

Vera and John Nelson

Midsummer Greetings

from

Carl and Sylvia Svenson
Erik Mark Kjell

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August 3, 4, and 5, 1972

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Veterans Memorial Auditorium

Grand Banquet — August 5th

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